I / WE CLAIM:

1. A system for providing Internet advertising, comprising:

an advertising server comprising a web server having at least one applet; and

at least one computer comprising a web browser and a display unit;

said web browser receiving said at least one applet from said web server, said at least one applet reading textual content displayed on said web browser;

said advertising server further comprising a database, and a servlet for receiving said textual content read from said at least one browser by said at least one applet, said advertising server comparing said textual content to keyword data stored in said database to determine whether to display an ad on said web browser.

2. A system for providing Internet advertising, as recited in claim 1, wherein said database comprises promotional heuristics, behavior graphics, sponsorship authentication data, and usage records.

3. A system for providing Internet advertising, as recited in claim 1, wherein said keyword data is provided for a plurality of subscriber advertisers, said keyword data corresponding to multiple ads.

4. A system for providing Internet advertising, as recited in claim 1, wherein said advertising server compares said textual content to said keyword data in real-time.

5. A system for providing Internet advertising, as recited in claim 1, wherein said browser is a Java™ enabled web browser.

6. A system for providing Internet advertising, as recited in claim 5, wherein said at least one applet is a Java™ applet.

7. A system for providing Internet advertising, as recited in claim 1, wherein said advertising server further comprises a servlet that facilitates communication between said at least one applet and said advertising server.

8. A system for providing Internet advertising, as recited in claim 1, wherein said ad is a banner ad.

9. A system for providing Internet advertising, as recited in claim 1, wherein said advertising server causes an ad specifying said keyword data to be displayed in said browser when said keyword data matches words in said textual content displayed in said browser.

10. A system for providing Internet advertising, as recited in claim 7, wherein said advertising server causes an ad specifying said keyword data to be displayed in said browser when said keyword data matches words in said textual content displayed in said browser.

11. A system for providing Internet advertising, as recited in claim 10, wherein servlet receives data from said at least one applet and said advertising server causes said browser to display said ad specifying said keyword data.

12. A system for providing Internet advertising, as recited in claim 11, wherein said browser displays a web site designated by said ad when said ad is selected.

13. A system for providing Internet advertising, as recited in claim 2, wherein said promotional heuristics determine which ad should be displayed.

14. A system for providing Internet advertising, as recited in claim 13, wherein said promotional heuristics are self-educating, so that when a user selects said displayed ad, said database is updated to indicate that said selected ad was a good match for said keyword data and said textual content.

15. A system for providing Internet advertising, as recited in claim 2, wherein said behavior graphics in said database contain information relating to the likelihood that a person interested in one topic will be interested in a second topic or will respond to an advertisement pertaining to said second topic.

16. A system for providing Internet advertising, as recited in claim 2, wherein said sponsorship authentication data in said database comprises information indicating sponsors who are subscribers to system.

17. A system for providing Internet advertising, as recited in claim 1, wherein said database tracks a success rate of said displayed ad.

18. A system for providing Internet advertising, as recited in claim 2, wherein said usage records comprise data relating to how often each ad is accessed by users.

19. A system for providing Internet advertising, as recited in claim 18, wherein said keyword data for a corresponding ad can be changed in response to said usage data and behavior graphics.

20. A system for providing Internet advertising, as recited in claim 1, wherein said browser is an HTML web browser with a HTTP.

21. A method of providing Internet advertising, comprising the steps of:

uploading ads to an advertising server;

selecting keyword data for each ad;

sending an at least one applet to a browser on a user's computer, in response to the user's logging on;

said applets reading textual content displayed on said web browser;

comparing said textual content read by said at least one applet with said keyword data; and

displaying an ad having keyword data matching said textual content when said comparing step produces a match.

22. A method of providing Internet advertising, as recited in claim 21, wherein said steps of comparing and displaying said ad are executed in real-time.

23. A method of providing Internet advertising, as recited in claim 21, comprising the further step of displaying no ad when said textual content does not match said keyword data.

24. A method of providing Internet advertising, as recited in claim 23, comprising the further step of updating said keyword data when said textual content does not match said keyword data.

25. A method of providing Internet advertising, as recited in claim 21, comprising the further step of determining whether a uses selects said ad in response to said displaying step.

26. A method of providing Internet advertising, as recited in claim 25, comprising the further step of displaying on the user's browser a web site linked to said ad.

27. A method of providing Internet advertising, as recited in claim 25, comprising the further step of updating a database in said advertising server to note that said keyword data produced a successful target by bringing the user to said web site.

28. A method of providing Internet advertising, as recited in claim 25, comprising the further step of updating a database on said advertising server when the user does not click on said ad.

29. A method of providing Internet advertising, as recited in claim 21, wherein said ads are banner ads.

30. A method of providing real-time advertising over the Internet, comprising the steps of:

maintaining a database of a plurality of ads;

maintaining keyword data for each of ads;

sending an applet to a browser on a user's computer;

reading textual content displayed on said browser using said applet;

comparing said textual content read by said applet with said keyword data for each of said ads; and

displaying an ad having keyword data matching said textual content when said comparing step produces a match.